

GET YOUR WATCH REPAIRED AT
ROSENWALD'S AND SAVE MONEY
—ALL WORK GUARANTEED.

Rosenwald's Daily Store News

BUY YOUR DRUGS AND HAVE
YOUR PRESCRIPTIONS FILLED AT
ROSENWALD'S — PHONE YOUR
ORDERS.

Introducing to YOU Style, Quality and Economy

LADIES' SHOE SPECIAL FOR SATURDAY AND MONDAY

**\$1.79 for \$2.50 Dongola
Kid Boots**

Genuine dongola kid boots, lace or button, soft flexible oak leather soles, medium heels, suitable for general wear, also a good house shoe. These boots are well worth \$2.50 a pair.

"STYLE is the dress of thought," said the Earl of Chesterfield, two hundred years ago—and while style does not concern itself with either quality or price it nevertheless has its effect on both, for the smartly dressed women OFTEN demand STYLE at ANY price. We meet this complex problem squarely by giving style and quality at the lowest figure commensurate with the service rendered. We price merchandise sensibly at the season's opening and strive to give you the most style and quality at the asking figures. If you want to spend \$1.00 or a hundred times that amount we can solve the problem safely by asking your inspection of the stocks on hand.

Suits, Dresses, Gowns, Millinery, Dancing Frocks, Outer Garments

All ready for a new season and there are big, broad extensive stocks at this store to select from—all stored away in their dust-proof cases, and in the cozy little salons one may try them on with leisure. Tailored Suits of distinctive fabrics are here with the new very high funnel-shape collars and wide borders of fur—smart military flares or Russian blouses—hundreds of models from which to choose, and the prices are as little or as much as you care to pay.

LADIES' SHOE SPECIAL FOR SATURDAY AND MONDAY

\$2.98 for \$4 Suede Boots

Exceptionally good black suede button boot with cravenette tops, welted soles and medium height all leather Cuban heels, for street and dress wear. Regularly priced at \$4.00.

Men's All-Wool Fall Suits at \$15, \$18, \$20

TWEEDS, WORSTEDS,
SERGES, CHEVIOTS,
CASSIMERES.

And if you want to see good wearing suits—with distinctive style—faultless tailoring and finish—at a moderate price—then you want to come in tomorrow to our Men's Department and examine them.

You won't be disappointed in them—that is an impossibility—for they are such good values.

THEY ARE CUT IN THE MOST APPROVED AUTUMN FASHION—with plenty of variation in materials and colors. Blues, grays, browns and greens—both plain and mixtures—are most in prominence.

We want you to see these suits—to examine them carefully—and to make comparisons in price and values.

Mid-Season Millinery Sale

It wouldn't be possible for us to emphasize this sale too strongly; nothing we could say here would cause you to imagine this event as being more important than it really is! Be sure you understand that *every trimmed hat has been reduced, and radically reduced.*

Lot No. 1

Trimmed Hats in the newest models that have been sold regularly up to \$7.50 and \$8.00.

\$3.95

Lot No. 2

New Fall models in the latest shapes. Regular values ranging from \$8.00 to \$12.00; your choice now

\$5.95

Lot No. 3

Copies of exclusive Pattern Hats made up in our own workrooms; values up to \$15; your choice

\$7.95

Lot No. 4

Pattern Hats and copies of imported models; the very smartest Hats in the city; values up to \$22.50; your choice

\$9.95

Lot No. 5

Your choice of New Shapes, Velvet Sailors' Turbans, Tricornes, etc. Regular values ranging in price from \$2 to \$3; your choice

95c

Lot No. 6

Trimmings at a Fraction of their Actual Worth. Fancy Feathers, Birds, Wings, Pom Poms, Stick-ups. Former price up to \$2.50; your choice

89c

No use Talking, we Have the Suits and Dresses

HUNDREDS OF TAILORED SUITS AT \$15.00 TO \$25.00
FILL THE DEMAND FOR POPULAR PRICED GARMENTS.

It has been said that this store is the store for all the people, and now a little journey through our Garment Section will more than prove this to be true.

The dominating idea which inspired the buyers of women's garments here was to select for the vast number of women whose tailored suit money is not more than \$25.00. Suits which would provide them with real service, at the same time embodying perfect style.

These moderately priced suits of ours are copies of the leading fashion models of the season, made of the new fabrics of the season and in the new colors of the season. The woman with a limited allowance can dress just as fashionably as she wishes—can choose just as discriminately if she chooses her suit here.

MODERATE PRICED SUIT BUYERS, WE HAVE PROVIDED FOR YOU.



THE "SOCIAL SEASON" IS AT HAND AND WE ARE SHOWING A SUPERB LINE OF

Dressy Gowns for Afternoon and Evening

The last word in fashion's offerings is beautifully expressed in our present showing of Ladies' Gowns for Afternoon and Evening wear.

They really defy description.

There are Spangled Robe Gowns, Beautiful Costumes with trimmings of pearl. Iridescent effects, Satin Gowns and many exquisite creations in fluffy nets. Black Lace is fashioned into rich effects. Crepe de Chine is produced in all the dainty pastel shades.

These garments include everything that could be desired in this line for weddings and receptions.

And an equally fine display of Dressy Waists including Lace Waists combined with Georgette Crepe and Embroidrey. Beautiful Waists in Crepe de Chine and Taffeta Silk.

THEY WILL PROBABLY ALL BE SOLD TOMORROW—COME TO THE "BIG STORE" EARLY AND SELECT THE COAT YOU WANT.

\$5.95 for your choice of lot No. 1 of LADIES' COATS

This is a special lot of Heavy Winter Coats that we have placed on sale at this wonderfully low price. They are not the newest models, but are made of extremely fine materials and not a coat that did not sell at from \$10.00 to \$12.50. If you size is here you can surely think yourself lucky.

\$9.95 for your choice of lot No. 2 of LADIES' COATS

SOLD FOR \$15, \$20 AND UP TO \$25

This lot of coats offers you a splendid opportunity to secure a strictly high-grade garment at a fraction of its worth. Novelty Mixtures and Coatings that are up-to-date in style, but the fact that they are not just what extreme fashion demands at this moment in length or flare or collar causes us to close them out regardless of cost. Come and see them. You'll appreciate the values.

The "Gift Season" is Rapidly Approaching

AND WE ARE PREPARED TO TAKE THE BEST OF CARE OF YOU IN OUR JEWELRY DEPARTMENT.

Our new novelties in gift jewelry are arriving daily and the assortment is wonderful in its completeness and you will find novelties to suit your purse no matter what you are willing to pay.

Our engraving department is in charge of an expert and jewelry and silverware purchased here will be engraved in the most modern styles.

If your watch needs repairing bring it to us. Expert workmanship—guaranteed—and prices right.

Autumn Furnishings

Right now the Furnishing Department at Rosenwald's is at its best. The brand new, spick-and-span stocks offer a wealth of the newer style ideas, which show this store's resourcefulness in pleasing men who demand the last word in fashions coupled with unquestionable quality.

SMART, NEW FALL SHIRTS THE NEW NECKWEAR

MEDIUM AND HEAVY WEIGHT UNDERWEAR
NEW LINES OF FALL AND WINTER FOOTWEAR
HATS, CAPS, SWEATERS, GLOVES

ALL MARKED AT MONEY-SAVING PRICES.

MUCH NEEDED THINGS AT SPECIAL PRICES FOR SATURDAY

Every Item Means MONEY SAVED if You Buy Tomorrow

A TOWEL SPECIAL

We have placed on sale a lot of Huck Towels—odds and ends—Some plain, some with borders. All worth 15c and many of them 25c. Your Choice ——— **9c**

ANOTHER TOWEL SPECIAL

Odds and ends from our Linen and Damask Towel stock. Some are plain white, some are hemstitched, some are fringed. Values up to 50c. Your Choice ——— **19c**

ROOMING HOUSES WANT THESE

20 x 40 Heavy Huck Towel, just the towel for hotel and rooming house use. Actually worth 15c each. Special, **10c** Each; per Dozen ——— **\$1**

A HOSIERY BARGAIN

Ladies' Stockings, Ribbed tops, double-spliced toe and heel; fine yarn, Lisle finish, fast black. Always sold at 20c a pair. Special, 2 Pairs for ——— **25c**

A SAVING ON BLANKETS

For One Week Only—Full Size Woolnap Blankets, sold elsewhere at from \$3.00 to \$3.50 and a quality we have sold regularly at \$2.50. Special ——— **\$1.95**

A SPECIAL FOR MEN

A good medium weight line of Men's Hose in black and colors—Lisle finish. Regular 25c quality. Special, **15c** a Pair. 7 Pairs ——— **\$1.00**

BUY 3 SHIRTS AT THIS PRICE

The Famous Emory Shirts at a reduction that makes buying three a matter of economy. \$1.25 Line, 3 for **\$3.50** \$1.50 Line, 3 for **4.00** \$2.00 Line, 3 for **5.35**

YOU NEED THEM NOW

Ladies' Flanelette Nightgowns, medium weight. Extremely well made and full. Regular 75c garment everywhere. Special ——— **49c**

VILLA PLANS TO TAKE GUAYMAS AND MOVE TO ATTACK MEXICO CITY

(Continued from Page One)

after declaring that he had barely escaped execution, made the assertion that he had seen the four American doctors and chauffeurs alive Wednesday night. Today George Snow, a motor truck driver, delivering supplies from the border to Villa Verde, reported that he had seen Doctors Thompson and Miller and Wilson and Bryant at that point.

They were held prisoners, Snow said, but he could not learn what charge had been made against them. General Frederick Funston, com-

manding the American forces here, went to Naco yesterday after Villa had reported to Major Evans of the cavalry force at Naco, that the four Americans had been killed and immediately entered on the battlefield.

Funston and Villa conferred at the life and the Mexican chief told him a story that varied somewhat from that given Major Evans. To one Villa said the men had been killed by riflemen. To the other Villa said a sharpshooter had killed them while they were on the battlefield under a Red Cross flag.

Because Villa is an outlaw in the eyes of the United States government, Funston could not take any action in connection with the case.

The Agua Prieta battlefield, still dotted with the slain of Monday and

Tuesday's fierce fighting, became offensive today and burial parties were hurried out by General Calles with orders to burn bodies to prevent danger of pestilence.

OREGON WILL TAKE CHARGE OF CAMPAIGN

General Alvaro Obregon is expected here tonight to take command of the campaign against Villa. Calles' failure to take advantage of a number of obvious opportunities to decisively defeat and perhaps disperse Villa's army has caused some dissatisfaction. The Agua Prieta commander insisted on remaining in his trenches while Villa's army in widely separated divisions was coming through a narrow pass of the Chiricahua mountains east of here. A

comparatively small force, according to military men, could have held Villa out of the valley indefinitely.

Moreover, after Villa began his retreat with forces more or less demoralized by hunger and thirst, Calles still remained in Agua Prieta. Only two half-hearted attempts were made to harass his retreating forces. Both detachments sent out were easily driven back to Agua Prieta Wednesday.

Villa took to Naco with him only his cavalry, the pick of his Chiricahua army. The hungry, battle weary infantry brought up the rear and might have been cut off or captured with comparative ease.

Villa's plan of campaign, as revealed here today by Colonel Cristobal

Martinez, a wounded staff officer on parole, was to draw Alvaro Obregon's army to the northwestern boundary to assault and capture Agua Prieta and then strike southward through Sonora and Sinaloa to Juarez where he would have been in position to move rapidly eastward, cut Obregon off from his base, and with that accomplished, dash for Mexico City.

That it failed, as far as it concerned Agua Prieta at least, was due entirely to two factors, according to Martinez. These were the recognition of Carranza by the Pan American powers and General Frederick Funston's plain statement to Villa last Tuesday that if the Agua Prieta fighting caused further danger to American lives and property there

would be the United States army to reckon with.

Broken hearted, according to Martinez, Villa now is preparing to attempt carrying out the remainder of his program. He will abandon the border attempt to strengthen his control of the interior of Sonora and of Sinaloa by driving Carranza troops under General Diegues out of those states.

Guaymas and Mazatlan now held by his foes probably will be points of attack.

"Until Villa reached the San Bernardino ranch eighteen miles from Agua Prieta, he did not know that Carranza had been permitted to ship reinforcements to Agua Prieta over American territory," said Martinez. "He would not believe it until he saw

General Funston. Shortly afterwards he ordered the retreat."

Villa's intelligence department also was deficient, according to Martinez and he did not know or would not believe until he saw Funston that the garrison was almost as strong as his own army and that the defenses were so arranged that any attack likely to be successful would have resulted in bringing into American territory.

Martinez was wounded in the fighting Tuesday morning while stationed at a point almost opposite the American army camp.

He was permitted to remain in American territory after giving his word not to further aid Villa.

TRY A HERALD WANT AD.